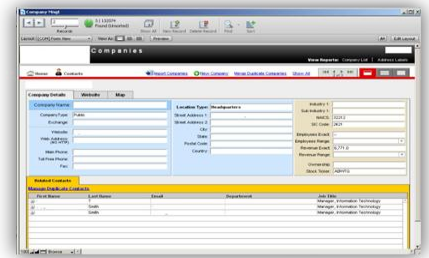




SaleBuild Application in FileMaker

Executive Summary

This case study illustrates about the development of a database application that is used by sales and telemarketing teams of a company to manage the leads that they generate for their clients. The application streamlines their contact discovery and account profiling processes via the project management system built in the application. It also allows team to archive verified contacts and companies in a contact management module in the same application for future references. The intent of our client to develop such a kind of application was to streamline processes and eradicate the usage of spreadsheets. The numerous modules developed for the application primarily allows access to super users/admin to oversee various tasks related to company, contact, projects, and employees. The client was also interested in report generation for projects and allocation of the same to the concerned person.



With their specifications in place, the client was in search of a development partner who can work on it and deliver a very robust and dynamic application using FileMaker. Mindfire was chosen out of many other companies on the basis of their experience in FileMaker and their prompt response. Finally, the application developed helped the client manage various information easily and efficiently.

About our Client

Client Contact Data Management Service Provider | **Location** Canada | **Industry** Small/Medium

Business Situation

The client was after a database application that could streamline processes and eliminate the use of spreadsheets. The application to be developed should be able to manage companies, contacts, projects and employees. In order to manage these fields, the client was interested in developing separate modules for each with access being provided to the super user/admin. The super user/admin would be the only person responsible to add, edit, and manage the modules.

The client was interested to develop the application using FileMaker and had approached various other companies. But, unfortunately he was not satisfied with either their approach or time frame. But, when he discussed his requirements with Mindfire's technical team he was delighted to figure out the experience that Mindfire's offshore FileMaker team possesses. He immediately accepted the proposal and agreed to go ahead with Mindfire's services.

Technologies

FileMaker Pro 10 Advanced, FileMaker Server 10 Advanced